

GBM Project: Marketing Strategy for Possehl Online Solutions

Possehl Online Solutions is a corporate startup of the Possehl Group, a globally operating group of medium-sized industrial companies with nine economically independent divisions. The Possehl Group comprises L. Possehl & Co. mbH and 200 subsidiaries in over 30 countries. In fiscal year 2020, the group generated sales of € 4.4 billion. They employ around 13,300 people worldwide. Possehl Online Solutions offers brand shops and marketplace solutions from a single source, thus enabling customers a smooth transition at any time.

Project Purpose and Tasks:

Project tasks are related to the marketing strategy for Possehl Online Solutions regarding their B2B marketplace, brand shops, and consulting services. The specific tasks are currently being discussed with the company.

Exemplary questions students worked on in the past are:

- Which countries should be targeted?
- Which criteria can be used to determine target countries?
- Who are the competitors of Possehl Online Solutions and how can the marketing of the company stand out from them?

Benefits:

The project takes place within the scope of a global consulting project in cooperation with the University of Pittsburgh. Although you will work on your own project, you will have the possibility to work virtually together with the American students, exchange ideas, improve your language skills and intercultural competencies.

Program Timeline:

- January 2022: project start
- End of February 2022: client meeting via video conference with all participating students to discuss scope of work/deliverables
- Mid of March 2022: client meeting via video conference with all participating students to discuss scope of work/deliverables
- Mid of April 2022: presentation of final deliverables to client via video conference

Application Process:

Please send your CV and transcript of records to katharina.saborowski@wiwi.uni-augsburg.de until **October 31, 2021**.

In case you have any questions, write an e-mail to katharina.saborowski@wiwi.uni-augsburg.de